

SPECIAL REPORT! HOW FORD'S FALCON WAS STYLED

IND

SEPTEMBER 1959 35c

MotorTrend

"THE AUTOMOTIVE TESTING MAGAZINE"



The **National** News
Falcon

SEPTEMBER 2010

FALCON
LITERATURE
ISSUE

The Monthly Magazine of The Falcon Club of America

Cover: September 1959 Motor Trend

John George Jr. of Gahanna, Ohio and Jack Ginnever of Crystal City, Missouri provided the backbone of this special Falcon Literature Issue.

Read about the styling and design process of the Ford Falcon on page 4. A short report on Compact Cars, a new concept in 1959, begins on page 15, with an article about the Falcon, Ford's new smaller car on page 16.

Do you have vintage literature about Ford Falcons? Send it to the Editor at the address on page 9. Electronic files should be 300 dpi at 100%.

Downloadable PDF files of all literature in this issue are available at the FCA website, falconclub.com.

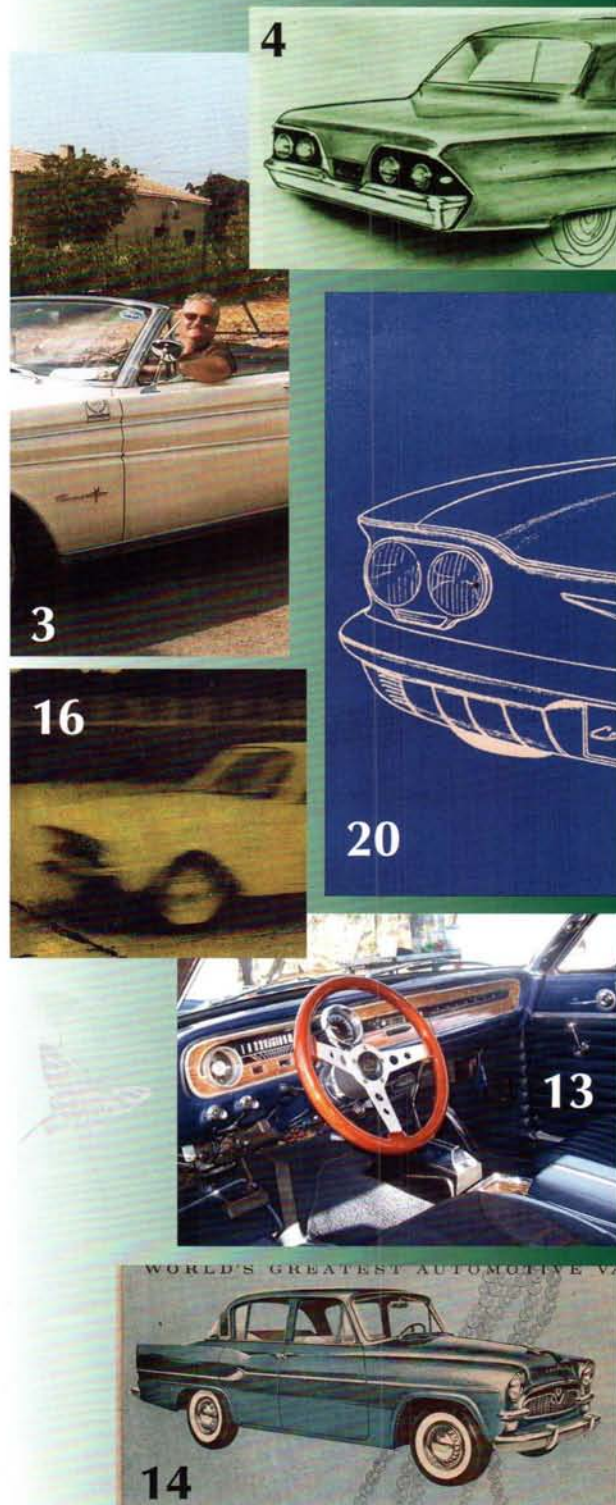
—Ed.



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September 2010 Falcon Literature Issue



BIENVENUE SUR LE FALCON CLUB OF AMERICA!

New Member Serge Lair of La Seyne Sur Mer, France sent these photos of his very nice 1964 Sprint convertible along with his membership application.

Welcome to the Falcon Club of America, Serge! Or more appropriate for France, Bienvenue!



FCA Member John George Jr. (#6881) of Gahanna, Ohio sent this *Motor Trend* Magazine issue from September of 1959 with this article about the styling process involved in the Ford Falcon.

HOW THE FORD Falcon WAS STYLED

The birth of a new car is a long and tedious task of creating, eliminating, adding and changing. The incubation period for Ford's new Falcon started early in 1957 when combined sales of small U.S. cars and imports accounted for only about five per cent of the total market. Endless sketches, renderings, 3/8-scale clay models — and no fewer than 20 full-scale clay models — of the Falcon itself were developed, not to mention dozens of earlier project models which also reached the full-size clay stage before being discarded.



Astorian reached the full-scale clay-model stage, was rejected because rear seat lacked headroom. Front end kept Ford family styling. The Falcon will have sculpturing slightly curved, making car appear longer.

by Bill Callahan

THE DECISION TO BUILD a new car at Ford starts with the findings of the Market Research Department, composed of top officials (and one to be confused with Consumer Research, which has to do with the customer's likes and dislikes as applied to specific factors such as population, education shifts, probable changes in living, travel and shopping habits, competition from other sources for spendable dollars and many other intangibles, being a conviction that per capita three to four years down the road a new type of car will be needed to meet the customer's wants.

Such was the decision made to start development of a new small car. While the Falcon followed much the normal pattern of development of year-to-year models, certain stringent security measures were necessary. The project from the beginning was taken out of the regular Styling Section and housed in a special room. Only a limited number of persons were permitted access to this room and individual keys were issued to those entitled to entry. In this way any leaks could be checked back to those who had access. Mechanical components were tested in models using Ford Taunus bodies and some were hidden in British Ford models. Every effort was made to avoid leaks by limiting personnel on the project to a carefully screened few.

Design Editor

Even with such security measures rumors leaked out. The project name was changed from time to time, starting under the designation of XK Thunderbird, later changed to Lark, then Astorian and finally Falcon. At least nine additional names were considered but are not revealed, as patents on them are active. The original project designation probably was rejected in the early rumors that Ford would offer a smaller, \$1000 T-Bird.

Once Market Research findings indicated the need for a new-type car, it passed its findings along to Product Planners, who attempt to develop a concept of what type of car the great mass of buyers are likely to want when such a car conceivably can be produced. This concept became the basic guide in designing a final product. It covers such factors as overall length, width, height, wheelbase, horsepower and price range. Product Planners also is a top management group which then met with Engineering Research, Body Engineering and Styling Section head men and outlined the concept to them.

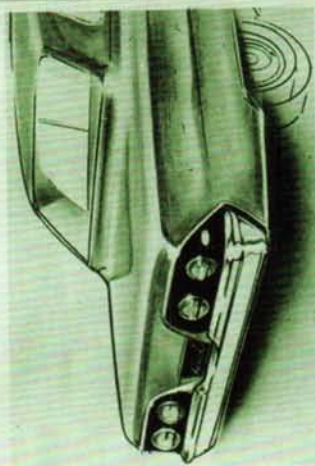
In the early stages an effort was made to keep styling in line with the Ford family designs, but later this idea was discarded in favor of a completely new design with softer, more flowing lines. This is evident in many of the sketches seen here. Some have a distinct Thunderbird flavor, while



Designed around a minimum of chrome, the radical appearing Larkon II gave way to less extreme Astorian model, which in turn ultimately gave way to Falcon.



One idea at Larkon stage was an identifiable grillework at the rear. When Larkon was discarded, so was this idea. With it, went fins and exhaust ports. Finalized Falcon design has one large bulls-eye tail lamp in each sculptured recess.



The beginnings of Astorian started as a sketch, progressed to full-size model stage. Since the circular tail lights have been a Ford feature, they were incorporated. Design is a late T-Bird, when Astorian went, so did this styling treatment.

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President's Message Chuck Beason



*Chuck and Carolyn at 31st FCA Convention
Awards Banquet*

On behalf of the entire Falcon Club of America Membership, I would like to thank the Metro Detroit Chapter for hosting a great National Convention in the heart of Ford Country. I think it is safe to say the 31st National Convention was a huge success with over 300 beautiful Falcons on the show field. We really enjoyed our visit to Ford Country and seeing our many Falcon friends.

I would like to thank everyone for their continued support with my re-election to office. I would like to thank James Baxter for his service as Vice President and Kent Whisenand Jr. for his service as Board Member. I would also like to welcome and congratulate Cliff McKay as our new Vice President and Rick Bowes as our newest member to the Board of Directors. Congratulations to Pam Dinzebach and Bill Poole on their re-appointment and acceptance to their positions of Treasurer and Recording Secretary.

The Board of Directors after careful consideration has increased the annual membership dues for the Falcon Club of America effective with the September 2010 membership renewals. The increase in dues will be \$5.00 for U.S. Membership, International North America Membership and International Off Shore Membership.

The Keystone Chapter and the Carolinas Chapter are hosting Regional Meets in September. The Golden Gate Chapter is hosting the Pacific Regional Meet and there will be a Fun Falcon Weekend hosted by several Chapters in Springfield, Missouri in October. See the Calendar of Events for details. Please plan to join us for these fun filled events.

Mark your calendar for July 15-17, 2011 for the "Stampede to Steamboat" site of the 32nd Annual National Convention of the Falcon Club of America.

Remember, Take a kid to a car show this year!

Chuck & Carolyn

Classified Advertising

How to Advertise in The National Falcon News

Email your classified ads to: wcrosby62@sbcglobal.net

VERY IMPORTANT! Please punctuate and capitalize correctly. The time saved by email is wasted when every word of the message has to be corrected. See example below. Many thanks to those observant folks who read the ads, see how they are formatted, then send in their ad to fit the formula. This is a great timesaver and is very much appreciated.

PLEASE MAKE YOUR AD LOOK LIKE THIS...

1964 Falcon Futura. Some rust on floor pans. Needs restoration. Excellent glass and trim. \$2000 OBO. Joe Falcon, 555-555-5555 or 123falcon.com. PA.

NOT LIKE THIS...

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To Advertise: FCA members are entitled to two free ads per issue (**limit 50 words per ad**). Each ad must appear in a different section of the Classified Ads. Additional ads per category are \$10. each. Ads with photo are \$20. The FCA will not be held responsible for errors (legitimate errors will be corrected in the next issue when requested). All ads for the classified section must include a members name, location and FCA # to be considered a free ad. All items advertised for sale must have a price. **Ads to run in more than one issue must be resubmitted each month.** Non FCA member ads are \$10. each. Ads must follow the same guidelines as member ads. Picture ads will be an additional \$20. per picture. Payment must accompany the ad, with check payable to the Falcon Club of America. **All ads must be sent by mail or e-mail to the Editor, Wendelyn Crosby, 16318 Riggs Rd., Stilwell, KS 66085. NO PHONE CALLS OR FAXES FOR ADS — NO EXCEPTIONS!** If you have Internet access, please email ads to wcrosby62@sbcglobal.net. Ads must be received by the **first of the month for the following month's** issue. The FCA reserves the right to refuse advertising from any person or business.

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Miscellaneous For Sale

A pair of 1960 License Plate Frames. Chrome. New. \$10.00 + \$5.00 shipping. Call Natalie, 610-363-7589 or e-mail natgomez@briangomez.com. PA.

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Dealer Falcon Postcards: 1960 Fordor, red, used; 1962 Squire, white, not-used; 1966 Sport Coupe, yellow, not-used; 1968 Sport Coupe, red, not-used; 1969 Sport Coupe, red, not-used, \$5.00 each, postage included. 1964 Romy Hammes AFX 'Musclecards,' 2 views, \$5.00 for both, postage included. 1964 dealer showroom color and upholstery book, cover split on left side and clear overlays missing, \$245 plus postage. Howie, 860-749-0587 9-9 EST. CT.

Shop Manuals by Ford: '60-'63 \$34.95 '64-'68 \$49.95 ea. '69-'70 \$59.95 ea. '63 Owners Manual: \$14.95 Part Interchange Manual: '60-'65 or '63-'70 \$39.95 ea. Falcon 140 page Road Test book '60-'70 \$19.95 Hardcover Falcon history

book \$39.95. Alex Voss 4850 37th Ave. So. Seattle, WA 98118. 206-721-3077. Alex@books4cars.com.

One Book, "The New Size Ford" by Ray Miller, complete with original jacket. Like new. \$40 + shipping. Ron Winkler, 775-356-7313. NV.

Misc. Collection Hardback Books: "Falcon: the New Size Ford," 320 pages by Ray Miller with year by year picture coverage, paperback "Ford Falcon 1960-1970" shows and compares models. Two 260 fender V's, two fender spears, two "Futura" scripts, one deluxe light trim, one Falcon script, one interior light cover. Can email pics. \$100 + ship. Call Robert, 210-648-7011. TX.

Miscellaneous Wanted

Wanted: Owners manual for 1965 Sedan Delivery. This manual is titled FALCON RANCHERO, SEDAN DELIVERY 1965 FORD TRUCKS. It has both a Ranchero and a Sedan Delivery on the cover. The Ranchero is red and white and the sedan delivery is an aqua color (light peacock). Contact Ed at 989-289-2547 or email at eddebrns@gmail.com. MI.

Parts For Sale

Selling parts left now that the project is complete! For 1965 Falcon Futura convertible: side trim molding inserts, \$60; conv. bench seat, \$150; window regulators (all 4), \$80; rear springs, \$75; window handles (new), \$38; conv. rear seat ashtrays (2), \$10; dash pad (black, new), \$125. For a 289: 2-barrel intake manifold, carb & air cleaner, \$50; starter (rebuilt), \$40; distributor (rebuilt), \$55. 1964: grille and 2 headlight doors, \$250. E-mail onlybk@centurytel.net or bkandbk@centurytel.net or call Butch or Barb at 870-499-3300. AR.

—Continued on page 8

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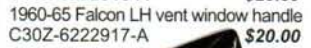


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 1960-67 Falcon horn ring emblem C0DF-3649-B \$30.00ea	 1960-63 Falcon 2 & 4 dr sedan outside door handles. LH & RH C0DZ-6422404-PR \$110.00pr	 1964-66 Falcon outside mirror. LH or RH C5AZ-17696-F \$80.00
 1960-63 Falcon inside door handle. RH or LH C0AZ-6422600-A \$20.00ea	 1962-63 Falcon fender ornaments C2DZ-16178-PR \$125.00pr	 1956-74 "Mustard Top" ignition coil. Looks like the original FORD 12V coil. B6AZ-12029 \$40.00



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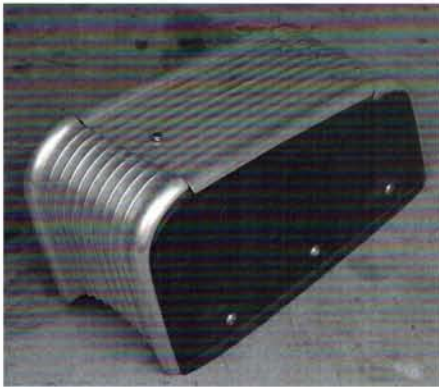
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Classified Ads (con't)

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1960-63 Door and Ignition Lock Sets, these locks are refurbished, keyed alike, highly polished and lubricated with graphite. \$75. per set + \$6. S&H. 1960-63 Glove box and console keyed locks, \$25. each + \$6. S&H. All for sale locks can be re-keyed to match your existing keys. 1963-65 four speed transmission tunnel hump, brand new galvanized steel, \$100. + \$15. S&H. Dick Harrington, 607-746-2213 or rharrington2@stny.rr.com. NY.



I have a very nice Sprint center console that has been in my garage for many years—was in a 56 Chevy Bel Air, go figure. Anyway, I thought someone in your club might need it. I'm only asking \$350. for it. Currently advertized on Craigslist in California Inland Empire for more photos. Dennis Hauswirth, 760-519-2961.

1963 Falcon foxcraft fender skirts in excellent condition painted Ford white Asking \$150. each. Don Heider, 732-557-0886 or Eileen and peppy@aol.com. Pictures on request. Central NJ.

One engine hood for 1960-1963 Falcon, \$60. Two doors for 1960-1962 Falcon two door sedan (Bench Seat). Number 64 A is on the door plate; \$85.00 for both. Tom 860-583-6359. CT.

For 1964-65 Falcon two door hardtop, convertible and sedan with V8 engine and suspension. Front suspension coil

springs purchased from Dearborn Classics. Coil spring design to lower front of car two inches. Never used, in box. \$100. + shipping. Gene Heid, 419-562-4594. OH.

1963 170 6cyl. engine w/trans \$400. Two intake manifolds for small block Ford. 2- 4 bbl \$75 & \$35. One new water pump for V8; \$35. One two-speed transmission, \$125. Bill Kecskes, 248-887-4849 or jbkces@netzero.net. White Lake MI.

1963 Falcon sprint 260 motor complete, less carburetor. Steve.paulsen@hotmail.com or 701-371-8981.

1965 Falcon Tailgate, no rust and in very good condition. Wind up window, glass good, needs paint and trim pieces, and rubber, \$250. Pick up in San Antonio, TX. 6 cyl. rear end, has been gone through with new shoes, cylinders. Synthetic lube for any six cyl engine. Very good condition. \$250 Pick up in San Antonio, TX. Lots of other small parts also. Contact: Denny Williams 210-669-4776 or tomdw55@hotmail.com.

N.O.S. parts: carb rebuild kits, part # CODZ-9A586-A & B, \$30.00; exhaust hanger, part # CODD-5A283-F, \$15.00;

—Continued on page 10

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Classified Ads (con't)

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flywheel gear, part # CODE-6384-A, \$45.; Autolite vacuum control, part # CODF-12370-A, \$18.; turn signal plate, part # CODF-13304-A, \$15. Keith Litteken 314-351-1789 or kslitteken@aol.com. MO.



T-5 transmission. World Class, completely rebuilt. Has S-10 tail housing and shifter, 3.35 first, 1.93 second, 1.29 third, 1-1 fourth, .68 fifth. Ten spline input, 28 spline output shaft, manual speedo drive. Steel release bearing sleeve, set up for Falcon. Also '65 289 six bolt bell housing with clutch arm, all for \$1000. + shipping. Ron Winkler, 775-356-7313. NV.

1962 Falcon four door parts. Body parts, transmissions, motors, all kinds of parts. Perry Lee, 860-568-1829. CT.

Kellogg's Garage, home of the Junkyard Junkie, in high, dry Colorado: parting out a 1966 Ranchero. Many rare parts: cruise control, delayed wipers, 4 speed column, pedals, and shift cover, 9" rear axle, and topper (very rare). Also good tailgate, gas tank, doors and small stuff. As always, pictures available upon request. Call or email with your inquiries to Len Kellogg, 970-594-1964 or lenkellogg@lpbroadband.net. CO.

V8 conversion. New crate 302 engine, longblock, rebuilt four speed, two shifter5s, metal hump cover, rebuilt radiator, eight inch five lug rear end, five lug front end components. \$4650. Don, 903-852-7067. TX.

1960 Falcon four door wagon, upscale trim. Probably too far gone to restore. Car is complete. Glass, trim, latches, handles, mechanicals (3-speed) all there. Tom Dailey, 509-684-4333 or dailey2@theofficenet.com, WA.

Large 30 year collection of good used Falcon parts for reasonable prices. Over 60 cars parted out. Numerous restorable project cars for sale with all missing or damaged parts available to purchase. also some miscellaneous parts for 63 and 64 Fairlanes and 64-65 Comets. One piece Fiberglass Front Clips for 60-61 Falcon with removable hood. Held on with pins. \$650. Call or email for availability and prices. Don Branson, 4097 Hwy T, Marthasville, MO 63357. 636-228-4501 or dbranson@mail.win.org.

1963 260 V8, two speed automatic. \$300. Stan, 918-333-9426. OK.

1964-65 hardtop: two dash pads, one green, one red. I have chrome, ships and screws for one of them. One 1964 Sprint tail panel, 1964-65 door glass for both sides. All items are not mint, but are in good condition. Make offer. Call me, Wayne Collins, 860-434-0869 or swayde-man1234@comcast.net.

1994 GT Mustang heads, cast # E7TE, date 4C30, one pair \$100. 1994 351W heads, cast # E7TE, dates 4B16 & 4B18, one pair \$100. N.O.S. rear brake drum, part # CODZ-1126-B \$80. N.O.S. road draft tube, part # CODE-6758-A \$15. Keith Litteken 314-351-1789 or kslitteken@aol.com, MO.

Good used 1975-78 Granada front disc brake assemblies, left and right complete w/spindles, rotors, brakes and tie rod ends. \$250. + Freight. Darrell Grindstaff, 865-805-0811.

1968 Falcon Sports Coupe back driver's side chrome wheel molding piece. Good

shape, \$60. Jayson Jorgensen, 308-440-3134 or jaysonjorgensen@hotmail.com. NE.

Two upper ball joints, 4 bolt. Fits 1963-69 Falcon; \$50 + shipping. Two shaft kits for upper control arms, includes bushings and bolts. Fits Falcons 1961-65; \$100 + shipping. All parts new, made in USA, still in boxes. Ron Winkler, 775-356-7313. NV.

170 CID cylinder head, blueprinted by Clifford Performance. Used for less than 3000 miles. \$600 plus S&H. Bill Crane cell 812-371-9516 or send email to bcra66@gmail.com. IN.

1963 NOS: V8 arm and bushing \$175, license light lens \$20, fuel gauge \$75, temperature gauge \$75, six cylinder exhaust manifold \$170, six cyl. standard shift radiator \$125, temperature cable \$30, quarter moulding Futura \$135 each. Many more. Frank G. Stewart, 440-282-6277. OH.

1961 Deluxe Wheelcovers: A set (4) of 1961 Ford Falcon full wheel covers. Fomoco part #C1DZ 1130A. These are the type that are divided into 4 segments - each having 18 individual white marks. These covers were N.O.S. when I got them about five years ago. Near perfect. \$120 and I'll pay shipping in the U.S.A. Phil Barber, pbarberpr@aol.com or 410-266-8271. MD.

Fordomatic 2-speed rebuilding kits with gaskets, O-rings, lip seals, clutches (bronze frictions & steels), sealing rings, front and rear seal, \$135. Specify engine size and year. Bands \$45. each exchange, adjustable modulator \$15. Bushings, washers, pumps and miscellaneous hard parts available. Kits, bands and parts available for small, medium case, C-4 and C-6. David Edwards, 56 Dale Street, Needham Hgts., MA 02494-1218. 781-449-2065 anytime. www.autotran.us.

A matched pair of front coil springs for Falcons: hardtops, Sedans, Rancheros 1963-65 with V8 engines. "New" \$50 + Shipping. One crank shaft harmonic balancer for Ford 289 engine 1964-68. New Summit #SUM-163289, \$45 + shipping. Ron Winkler, 775-356-7313. NV.

I have a set of bucket seats that are for either a 1963-65 Falcon or Comet hardtop. They are presently covered in the 1965 Comet trim. Red in color. I own a convertible and didn't realize there was a difference. They are already boxed up and ready to ship. I would like to net \$400., so you would have to take care of shipping from Vancouver, WA. I can email pictures. David, 360-944-1328 or davidvana@comcast.net. WA.

I have quite a few parts for a 1961 Falcon 200 ci straight six that I am not able to use and would like to see be used by someone who loves the Ford inline six as much as I do. Here is a list:

Set of new forged pistons sized for a 40 overbore, Set of original forged rods, restored and tested for strength, flywheel for manual transmission, Aluminum flywheel for manual transmission, Original crankshaft, Original block, dipped and magnafluxed. If anyone can use these parts, I would love to see them put to good use. Benjamin Santosuosso, 623-687-8470 or santosuossobbenjamin@yahoo.com.

1965 Comet hood, one front fender, instruments, trim & misc. Take all, \$125.

Herb Griffin, 518-568-7813. St Johnsville, NY.

Parts Wanted

I am looking for a bolt on fiberglass, tear drop hood for a 1964 Falcon in good shape. Contact me by email, garymurch@earthlink.net or call Gary, 937-866-2212 after 4:00 PM. OH.

Carburetors: part # on air horn C8OF-AB & C8OF-AA. FE distributors: part # on housing C8OF-D, C8OF-F, C8OF-H. The parts must be in excellent condition either used or NOS. Keith Litteken 11394 Revere Ln. St. Louis Mo. 63128-1416 . 314-351-1789 or kslitteken@aol.com

—Continued on page 12

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Classified Ads (con't)

—Continued from page 11

For 1963 Falcon 4 door station wagon. Exterior window crank for tailgate. Contact Kelly at 206-546-6686 or melt-onkc@comcast.net. WA.

I am looking for a shifter collar or a complete column for a 1965 Falcon Futura and a set of straight bumpers. Robert Meyer, rcmplumb@yahoo.com. NJ.

Need to locate a complete power steering system for a 1960 four door sedan for friends of our family's retired Dad's Falcon. Rack and pinion is too expensive. The factory steering is too tight for him. Thanks for the consideration even if you can only help with any suggestions! Call Bob 330-506-3137. OH.

I'm looking for a back right side passenger's chrome wheel molding piece. Jayson Jorgensen, 308-440-3134 or jaysonjorgensen@hotmail.com. NE.

Two NOS front coil spring lower seats, or spring perches, #C1DD-3388B. Fits 1961 and 1962 models. Must have grease fitting. Please call Joe Tatti, 905-335-2834, Ontario, Canada.

For 1963 Falcon Futura convertible. Door panel retainer. Need one lower one which is straight and 43 1/16 inches long. I have a pair of upper ones which are straight, then curve, 43 1/16 inches long, that I don't need. Help anyone? Tom Dailey, 509-684-4333, email dailey2@theofficenet.com. WA.

For 1963 Falcon Sprint (could also be hardtop): two complete doors with nothing missing. My doors have rust issues and various parts are gone. Also need driver's side front fender. Must be in Oklahoma or surrounding state or bring them to Falcon meet in Branson in October. Kelly, 918-366-2403. OK.

Wanted: Interior chrome windshield trim, top and both sides. Also top for console between bucket seats. Oliver Jergensen, 509-246-0686, cell 360-631-8213. WA.

Need cylinder head for 1963 Falcon 170, rebuilt if possible. Contact Denny Ackerman, 515-571-6311 or dawsona@lvcta.com.

For 1963 Falcon two door hardtop: fender spears in good condition, rear spears between lights, seat belts, stone deflector, vent windows. Call Tony, 401-663-4630. RI.

Falcons Wanted

Wanted: 1963 Falcon hardtop, 6 or 8. No trailer queens or basket cases. Wayne Collins, 860-434-0869 or swayde-man1234@comcast.net.

1963 Ford Falcon convertible needing minor restoration. Car must have good floors, rails and torque boxes. Ed, 215-493-6749. PA.

I used to have a 1964 Falcon Sprint four speed in 1964 and I have been looking for one like it for a long time. Do you

—Continued on page 21

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Feature Falcon 2dr HT Joe Rebstock's 1964 Falcon



I own a 1964 Falcon Futura two door hardtop with a 302 motor, and a C-4 transmission. I had a 1964 Sprint in 1968. The Sprint was white but I painted it metallic blue. This is a 1986 Pontiac light blue poly.

I love these '64 Falcons! I had to do some motor work to this one, and I put in the wood grain dash and other fixes. I bought the Falcon four years ago and have several trophies so far.

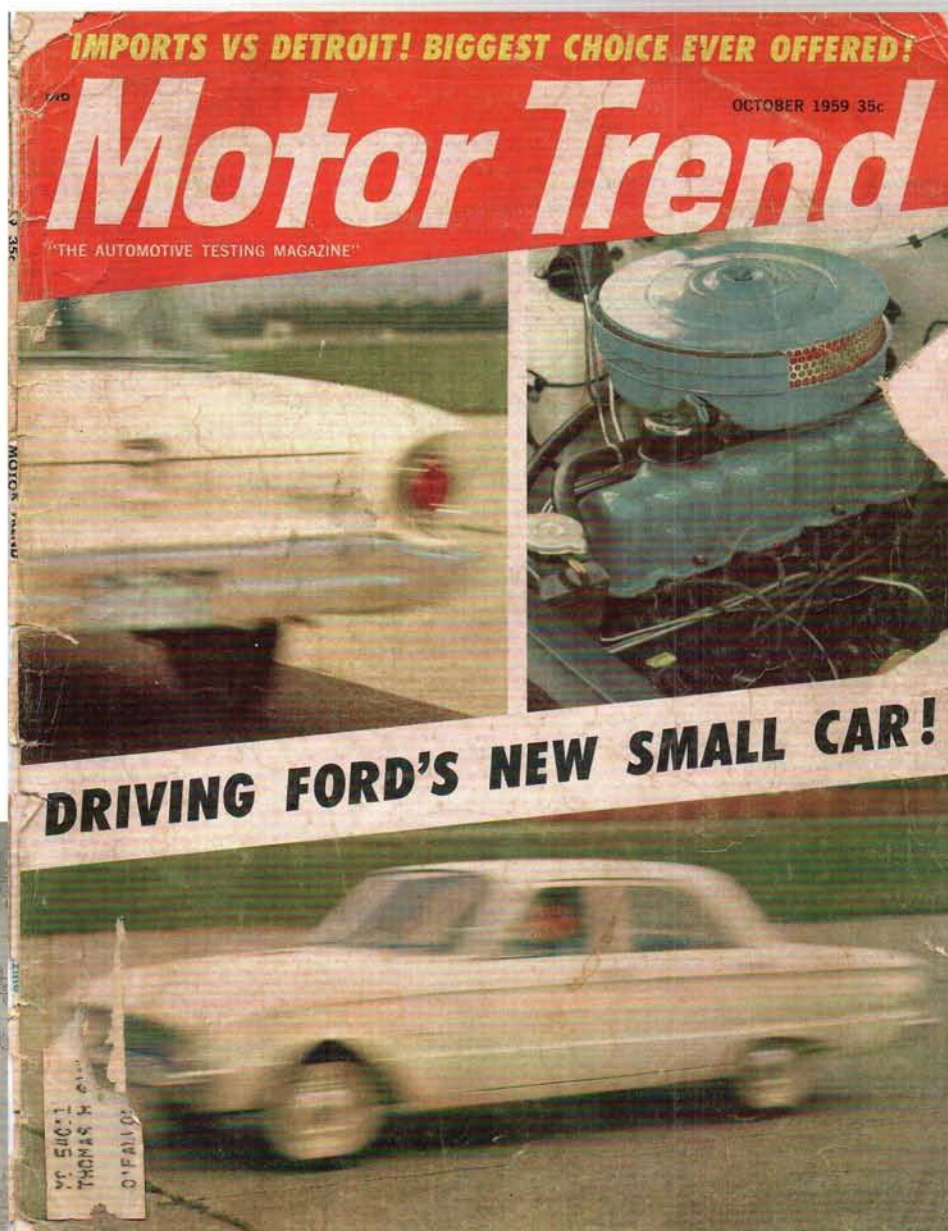
The car shows are great. The club I belong to—Dragmasters—has been together since 1960.

Just wanted to share my Falcon with other FCA members.

—Joe Rebstock
Lindenwold, New Jersey



Jack Ginnever (FCA 37312) of Crystal City, Missouri sent these historic pages from the October 1959 issue of Motor Trend Magazine. He added that they were of cultural and historic interest to FCA members, along with an ad for the 1959 Toyopet, adding "Who would have thought that a company trying to market a car with this name could become one of the largest car manufacturers in the world?"



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—Continued on page 16



FALCON LITERATURE

Tired of big cars? Then you'll want to study the new group of

THE COMBINED FORCES of George Romney, Harold Churchill and the many individuals responsible for flooding our streets with cars of a sensible size have had an unquestioned influence on the Big Three manufacturers. There's no doubt that even while many Detroit analysts were discounting the effect of the "foreign car invasion," other more discerning individuals had already seen the handwriting on the wall.

Several years ago (about the time that the present Detroit compact car program began) the combined sales of Rambler, Studebaker and all foreign cars was not enough to concern the major manufacturers. Then they started to catch on and they could no longer be ignored as a passing fancy.

Now, Chevrolet, Ford and Chrysler hope to jump onto the crest of this wave and ride it up to whatever height it will go. Some optimistic forecasters are predicting as high as 1.5 to 2 million combined sales for the Corvair, Falcon and Valiant. More realistically, we can probably expect from 750,000 to 750,000 for the first year.

Whatever the total amount of car sales turns out to be, the effect upon the overall market will be great. Studebaker is already

meeting the challenge by expanding their Lark line for 1960 to include a convertible. American Motors will have a four-door, vinyl-topped sedan to complement its two-door sedan and wagon in the American line. If all these cars are accepted the way we think they will be, General Motors will follow the Corvair with a stretched-out, plusher, engine-in-the-front car to be marketed through Buick, Oldsmobile and Pontiac. Ford will follow suit with a compact Elite. One compact car for Chrysler seems to be all they have planned, but another one would not be out of line. This all adds up to but one thing for the new car buyer: a wider choice of cars from which to select. Then too, the fact that the three new compact cars are all basically different in design and styling indicates more free-wheeling thinking on the part of stylists, engineers and management. This will lead to many new and interesting developments, all calculated to make you want to part with your change.

What do the Detroit compact cars (new and present versions) have that might make them desirable to you? Let's analyze them point by point.

First of all, their size. This may not be of any importance to



If Chrysler's new compact car, the Valiant, follows the concepts laid down by Chief Stylist Virgil Exner (see page 30), the overall shape could very well be something like this conjectured outline.

Ford's new Falcon has a more traditional appearance, starting in front with a simplified grille, single headlights, a lowered hood-line, a conventional windshield, rectangular side and rear fenders.

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DETROIT

COMPACT CARS

Compact size of new Corvair is shown in dotted line over silhouette of a '59 Chevrolet. Corvair is 51 ins. shorter, 3 ins. lower.

persons living in the country, in small towns or where traffic is light. But, if you're like the majority of drivers, you have to put up with lots of traffic, narrow roads and streets, jammed parking facilities and generally little room in which to maneuver. This could make you appreciate these shorter and narrower cars. And don't get the idea that these cars bunch you up into an immobile passenger area, like sardines in a can. As we have pointed out in the past, many of the "compact" cars have just as much—or more—space than the so-called "big" cars. Take a look at the chart on page 29, comparing a Ford Falcon to the '59 Ford, if you don't believe it. It's pretty amazing.

Second, their maneuverability. Generally speaking, the smaller a car the easier it is to drive around. By being smaller, they're lighter, making less of a load on the tires. They are just the type of cars to whip in and out of spots you'd never be able to negotiate with larger cars. And all of them will do this without power steering. Present compacts do not offer power steering, nor will the new ones need it. Where you do not have excessive weight on the front end, you do not need a power assist to turn the wheels.

Third, their economy. All the Detroit compacts, from the American and Lark, right through the Corvair, Falcon and Valiant will be cheaper to buy and less costly to maintain than their bigger brothers. Their designs are less complicated, making them more economical to produce and to service. Because they are lighter and smaller, they can operate with less powerful engines. Consequently, their gas economy will be greater. Our road tests don't lead us to believe that any of the three new cars will give better mileage than a Lark 6 or American (around 18-24 mpg). Even so, this is some 5-7 mpg better than you can expect in a Chevy, Ford or Plymouth V8.

Fourth, their very newness. There seems to be a growing tendency among Americans to want, to almost need new things. When those things can be not only new but unique, so much the better. The Corvair offers it in its air-cooled, rear engine. The Valiant will offer it in its tilted-to-outside six-cyl. engine. All the compact cars are a departure from what Detroit has been offering in recent years. The public has seemed to be asking for this change and these smaller cars. If they really want it, they'll have a wide selection from which to choose.



In addition to American Motors' two-door Rambler American, there will be a new model with four doors. Styling of both cars will remain pretty much as at present. The Rambler will be changed more.



Studebaker's big change in their Lark for '60 will be the addition of a convertible to the line. Exceptions to the present Lark look: don't believe that drastic changes in styling are not necessary.

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DRIVING FORD'S NEW COMPACT

First of the new Detroit compacts to enter the fray against American Motors, Studebaker and the imports, the Falcon is a refreshing return to functional styling and engineering.

By Steve DeCosta

THE FIRST OF THE BIG THREE to remove the wraps from the long-awaited new "compact" cars for the press was the Ford Motor Co. Last July we moved out to the Proving Ground (in Dearborn, Mich.) to see and drive this new addition to the Ford family. It was during a month that seemed with developments centering around Detroit's entry into battle against the rapid growth of mostly small imported cars in this country. Similar in size and general concept to the Rambler and the Lark, Ford's tactical approach to the dilemma carries the weight of simmered-down flashiness, guaranteed economy, and realistically comfortable seating space, stressing "cost of ownership" as the major selling point. Not since the days of the Model A (1928-1931) has Ford concentrated on functional styling and engineering as part and parcel of what it thinks the American car-buying public wants. This year, however, in addition to its regular line of high-powered "big" cars (all similarly watered-down in exterior appearance), a refreshing note of simplicity is to be noted with the advent of what appears to be a manageable and easy-to-care-for brand-new American automobile.

Fourth technical information came from Ford's Jack Hooven, Executive Engineer in charge of the Falcon development program, and J. C. Jorgensen, Supervisor of the Engineering Administrative Section. Our driving impression was arranged through the courtesy of Dick Jolly of Ford Division Public Relations.

HOW BIG (OR HOW SMALL) IS IT?

Wheelbase of the Falcon is 109.3 ins., with an overall length of 181.1 ins. and width of 70.0 ins. This is exactly 9.3 ins. shorter wheelbase than is used on all 1960 Fords. Overall length on all Ford cars except the Falcon is 213.7 ins., with a standard width of 81.3 ins., yet the Falcon varies in height from its sister cars by only 1/2-in. to two ins. (station wagon).

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The Falcon weighs in the neighborhood of 2400 lbs., and is of unitized construction. This chassis-less construction not only reduces the weight of the car to a minimum but improves torsional and rigidity characteristics and provides good door, deck lid and hood fit. Doors incorporate single-arm window regulators, safety locks and 3/8-in. tempered safety glass. Garnish moldings and lower kickpad surfaces are incorporated into the door inner panel design. Rust-resistant galvanized steel is used for rocker panels and other structural members.

Other features to be noted are the aluminum grille which extends to the edge of the fenders and shelters the two single headlights; bolt-on front fenders and sloping hood design; the curved but not full wrap-around windshield; and, the overall uncluttered look that should attract many buyers who are weary of gaudy chrome trim and outlandish tail fins.

WHAT MAKES IT GO?

The all-new, six-cyl., in-line engine has slightly inclined overhead valves with long pushrods driven off a camshaft set low in the block. The combustion chamber follows the normal "squish-type" shape used on other Ford products. Carburetion for the 144-cu.-in. engine is by a single-throat Holley, mounted on the right side of the engine together with the intake and exhaust manifolding, generator and starter. The fuel/air mixture is fed to the four ports through an integrally cast manifold. This led to one question, followed by another one that we've had in the back of our minds for a long time.

The first question was, "How can this manifold be modified if an owner wants to increase and improve breathing, or add more horsepower?"

The engineer smiled ruefully and replied, "Well, that's just it . . ."

So, we went on with our next question. "Talk has been that the Falcon would be using an all-aluminum engine, yet

we see that this one is apparently cast iron. What is the reasoning there?"

This was a question they were prepared for. Their answer: In reality, many so-called aluminum engines do not make as wide a use of aluminum as is often believed. Mostly, the European aluminum engines retain a cast-iron block because of the known stability, precision and long life of cast iron. The Ford Falcon block is cast iron for these reasons.

"One of the main reasons for extensive use of aluminum in an engine," the Ford engineers continued, "is to reduce weight. By taking some new approaches to the foundry art, new design objectives became attainable. In this new Falcon engine, we have achieved simplicity and our difficult weight goal with no loss in durability or reliability. The complete engine weight is only 345.5 lbs."

Born and stroke of the Falcon engine is 3 1/2 in. x 2 1/4 in., resulting in a modern low-friction index, expected to be one of the lowest in the industry. All cover plates and bolt holes not absolutely necessary have been eliminated to reduce oil leakage, and manifolding is integral with the cylinder head.

On the left side of the block are the fuel pump, coil and ignition and oil pump dipstick, all easily accessible for servicing. Four main bearings, with replaceable inserts, hold a precision-molded alloy cast-iron crankshaft. Idling speed is 520 rpm, normal oil pressure is 45-55 psi at 2000 rpm. Maximum horsepower (90) is gained at 4400 rpm. Regular fuel recommended.

A 12-volt, 54-plate battery supplies electrical power, with Champion F14-V spark plugs in the cylinder head. Engine compartment is spacious. To all appearances, it would seem that the manufacturer's claims for high economy and low "cost of ownership" will stand up.

Although the Falcon engine itself does not make extensive use of lightweight aluminum, there are other areas where the weight differential between aluminum and steel or cast iron has been put to use by minimizing the weight of ordinarily heavy components. One such application of aluminum is the flywheel housing.

Driveshaft and axle for the Falcon are of conventional design. The axle, developed specifically for this car, uses unique wheel bearings and gear sets. Rear end ratio is 3.10, coupled

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FALCON

— THE FALCON



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Ford's New Compact

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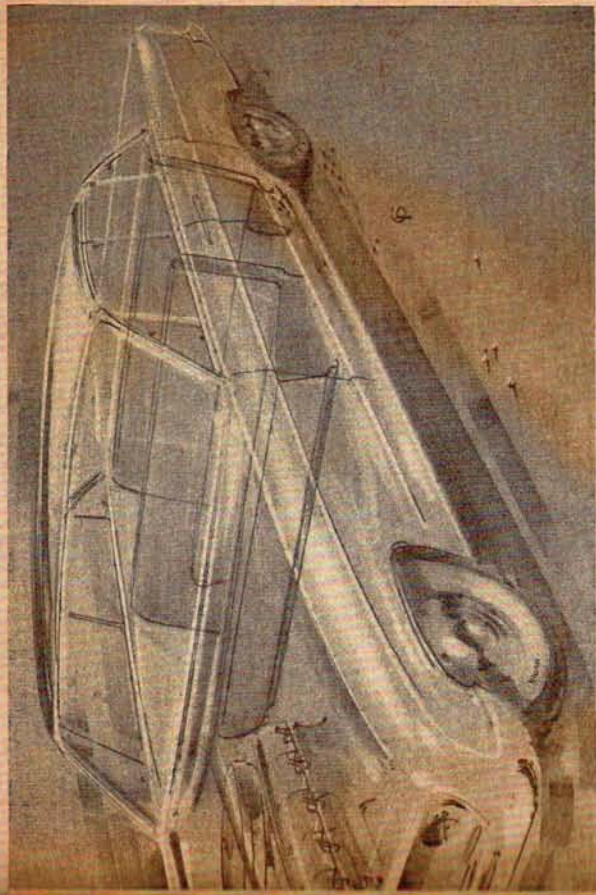
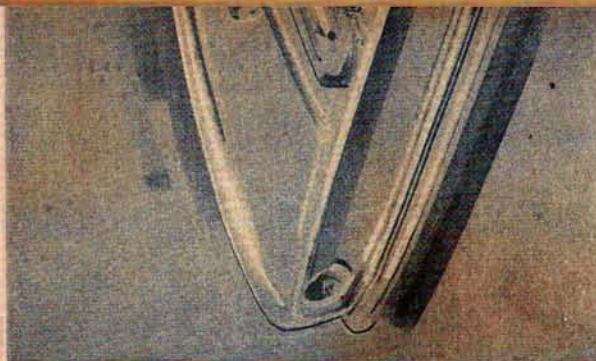
with a transmission having a 3.29 low and 1.75 second gear. This combination with 6.00 tires mounted on 13-in. wheels should provide good performance and fuel economy.

The standard transmission is three-speed, all-synchromesh; reverse gearing is 4.46. The Fordomatic automatic transmission (an option) is the two-speed with 10 $\frac{1}{2}$ -in. converter. This also incorporates the use of an aluminum case and extension.

WHAT'S OF INTEREST UNDERNEATH?

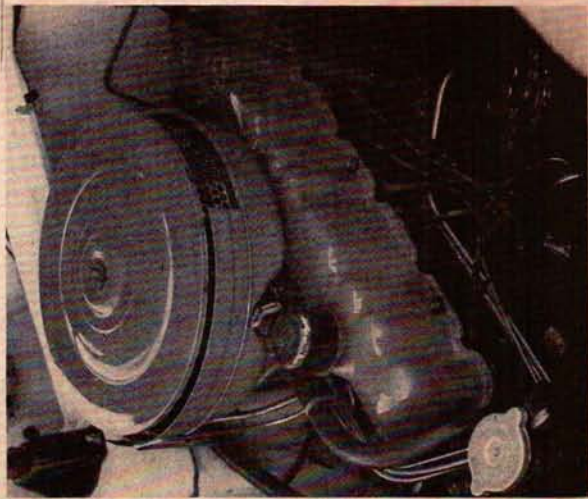
Front suspension uses the basic principle of construction as that on the Ford car, but with a different placement of springing and shock absorbers. On the Falcon, these components are mounted from the upper arm to a tower in the body structure. The lower arm and stabilizing strut form an A-frame serving to guide the lower part of the spindle as the wheel moves. The stabilizing strut also cushions fore and aft thrust, and an anti-dive factor is designed into the system.

At the rear of the car the suspension is the Horchkiss type incorporating five-leaf rear springs with a large isolating front



ABOVE—The general layout of the Ford Falcon is shown in this drawing. The engine compartment provides good room for servicing the engine and the front suspension can be reached from the top side. Even though the body is of unit construction (integral with the chassis), the front fenders can be detached for repair by removing a few bolts. Seating is ample for six persons and the Falcon's inside proportions are quite generous.

LEFT—This close-up of the new Ford Falcon six engine gives some indications as to the good service accessibility. The oil filter neck is right on top of the valve cover. The large air cleaner is the dry, replaceable unit type. On the left side of the engine are the plugs, distributor and fuel pump. On the right side are the single-throat carburetor and integrally cast intake manifold, plus exhaust manifold, generator, starter, about 90 hp.



eye bushing, angle-mounted shocks and an axle insulator to minimize road noise transfer. An 8 $\frac{1}{2}$ -in.-diameter psi-type clutch has been designed to provide good engagement characteristics and long life expectancy.

Steering was developed expressly for the Falcon but is a conventional design utilizing an overall ratio of 27 to 1. Some of the "big car" characteristics have been incorporated, including the use of a concentric steering column and pendant brake and clutch pedals. Steering wheel is 17 ins. in diameter and of the deep-dish safety type similar to that used in recent years on Ford cars.

Brakes are nine-in. in diameter with an effective area of 114.3 sq. ins. While no power assist is provided, Ford claims they are the next thing to power brakes and have 30 less pieces to service than the present-type duo-servo brakes in use today. Brake lining is of molded asbestos and is riveted to the shoes.

WHAT IS THE INTERIOR LIKE?

The Falcon interior was designed to accommodate the above-average person measuring 5 ft. 10 ins., weighing 160 lbs., with enough front seat adjustment (manual) to suit taller and shorter individuals. It has the interior roominess of many of the larger American-built cars and considerably more realism than most of the imports.

Sufficient width to seat three passengers in both front and rear was accomplished by minimizing door thicknesses, and headroom and legroom are ample. The roof shape, with a two-directional crown and minimum length, has allowed the elimination of roof supports, permitting a lower line with no sacrifice of headroom. In the four-door model, the center pillar has been moved forward to permit easy entry to the rear seat, while in the two-door a wide door opening extends almost to the front edge of the rear seat cushion.

Trim cover materials used are of excellent quality and are subjected to extensive laboratory and functional tests before installation. Body cloth, on doors and panels, is of nylon and viscose yarns, which has good recovery from stretching. On door panels this material is electronically bonded. Foam polyurethane is used in all front cushions for softness.

Instruments and switches are well placed and easily visible through the triangular spoked steering wheel. These include a speedometer, temperature and fuel indicators, with warning lights for oil and battery. Other switches are for headlights, panel lighting and accessories.

Luggage space of the Falcon has a volume of 24.5 cu. ft., about one-fifth larger than the average of most popular imports, yet due to the large "greenhouse"-type rear window and a minimum of rear overhang, the trim appearance of the car is not made to suffer.

continued



FORD'S new COMPACT

continued

WHAT IS IT LIKE TO DRIVE THE FALCON?

The first reaction we got to the car on driving it was that it doesn't feel like a small car. You *expect* it to be small, but because there is good room in all directions—for head, for feet and legs, for shoulders and hips—you don't get the cramped feeling you get in many imports. The wheel sits at a good angle, you can see well over the down-sloping hood through the wide windshield and out the rear, unhindered by blind spots.

In driving the Falcon from the Ford Proving Ground garage to the track and for the few hours of acquaintanceship with it, we were impressed with the almost complete lack of noise. Of course, you can hear the engine, but they did not skimp on soundproofing nor on the sound insulation between moving parts. And the quietness is almost equalled by the superb ride. This wasn't only on the smooth acceleration strips, but over man-made cobblestones, rutty roads, streetcar tracks and at speed around a banked concrete oval.

One ramp with a straight 12-in. drop-off on the other end looked too rugged for us to take without damaging the car. "Go ahead," the Ford test driver urged. We figured he must know what he was doing so approached it at 30 mph, went up and sort of *flew* off the other end. Honest, it was as if we had taken a fairly bad bump in the road—no more.

Though steering is a trifle heavy it does not need power assist. It is a bit stiffer than real lightweights, but nowhere near as heavy as the normal-sized cars without power steering. If you live in country where you have to drive on lots of high crown roads you'll be happy to know that the Falcon has an amazing resistance to them. On the worst such at the Proving Ground (the worst we've seen *anywhere*) we had to keep only the normal amount of pressure on the wheel to keep the car from wanting to wander toward the low side.

Steering is far from quick, taking a full five turns lock-to-lock (which is how they got away from needing power steering). Yet, you can drive the car hard into turns—whether you mean to or unintentionally go into one too fast—and come out with no more than a bit less rubber. The car will lean quite a bit, all four wheels will slide quite a bit, but by allowing it to go and steering a new line you'll get through with no trouble. In ordinary driving, you need never concern yourself, for the car handles just about as good as any other.

It's meant to be a comfortable riding passenger car—and it is. We whipped it around the Proving Ground handling course just to see what it would do under fast driving conditions and can truthfully say that we were impressed; we frankly did not expect it to handle as well as it does.

We did not think it fair to judge this prototype on its acceleration merits for several reasons: it was a very early model scheduled for improvement of engine and gearbox before final production, had been driven by countless drivers, needed a tune-up, and was equipped with two-speed automatic transmission that was functioning poorly. A production car with the manual three-speed gearbox would be a fairer car to judge. This we will do in our full-scale road test, to come later.

We *did* take it around the high-speed oval at cruising speeds and then top speed. The feeling and response at normal speeds were good, with no wander, little wind buffeting and no excessive noise. From speeds of 50-60 mph it went right on up to an indicated 80 mph with little increase in noise; in fact, it was still possible to talk at just slightly above conversational tones—and with both front windows down.

If you live in a city like Pittsburgh or San Francisco you'll be able to take the hills without too much worry. We drove the Falcon up a 17 per cent grade, stopped midway, pulled on the cane-type emergency brake and shut off the engine. The brake held, the engine restarted easily and the car took off up the hill again as soon as we put the transmission selector in low. We repeated the same thing on the other side of the hill, a 30 per cent grade, then turned around and came back up the opposite way. No strain of any kind.

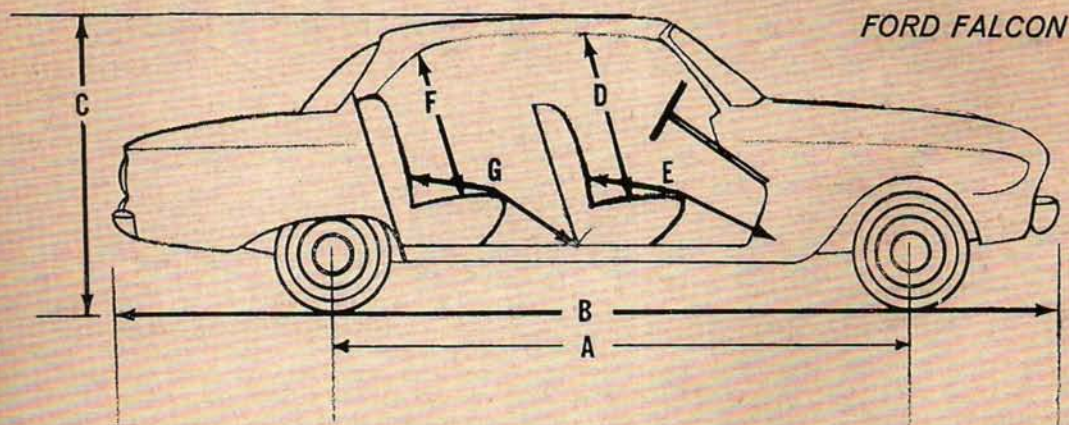
Normal brake testing was conducted with admirable results. On our usual number of speed-to-zero stops all wheels appeared to exert equal stopping force, with no resultant fade. Pedal "feel" was solid, with no appreciable extra leg power needed. (Power assist is not offered, nor needed.)

HAVE THEY MADE THE GRADE?

In a familiarization preview, Ford Motor Co. states that the Falcon program was initiated with the following definite objectives: "Light Weight, Low Cost, Full Size (six passengers), Low Upkeep, Performance equivalent to the standard Ford 6, and High Economy." Of these six objectives, only three were in firm evidence during the MOTOR TREND visit. Remaining to be developed—and/or announced—were the final answers to the claims of Performance, High Economy (naturally affected by increased power and performance) and Low Cost.

In any case, it appears certain that solutions are to be found. With the headway established by actual production of a "compact" laboratory machine it is a strong possibility that the Ford Falcon will attract thousands of buyers in the compact car market with a tasteful, thoughtfully designed automobile. /MT

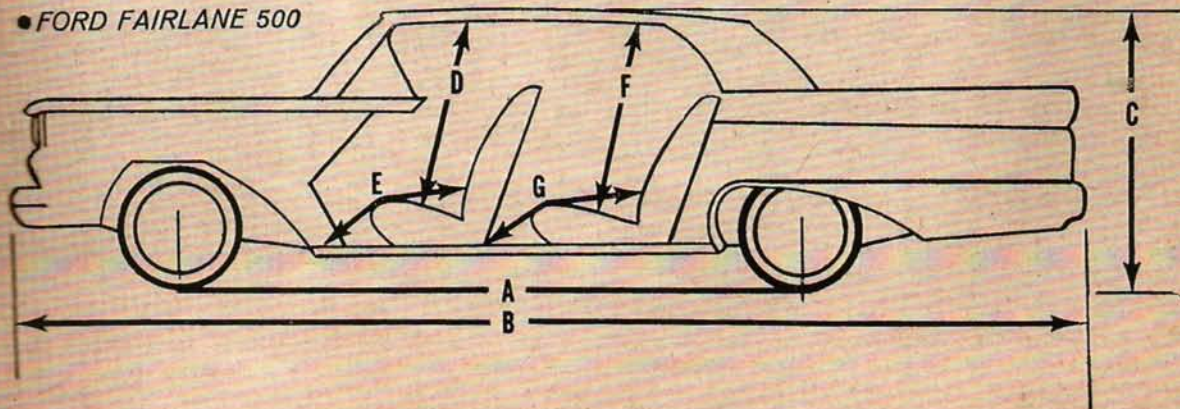
LOOK AT THIS STARTLING COMPARISON
OF THE "SMALL" FALCON WITH A "BIG" '59 FORD!



FORD FALCON

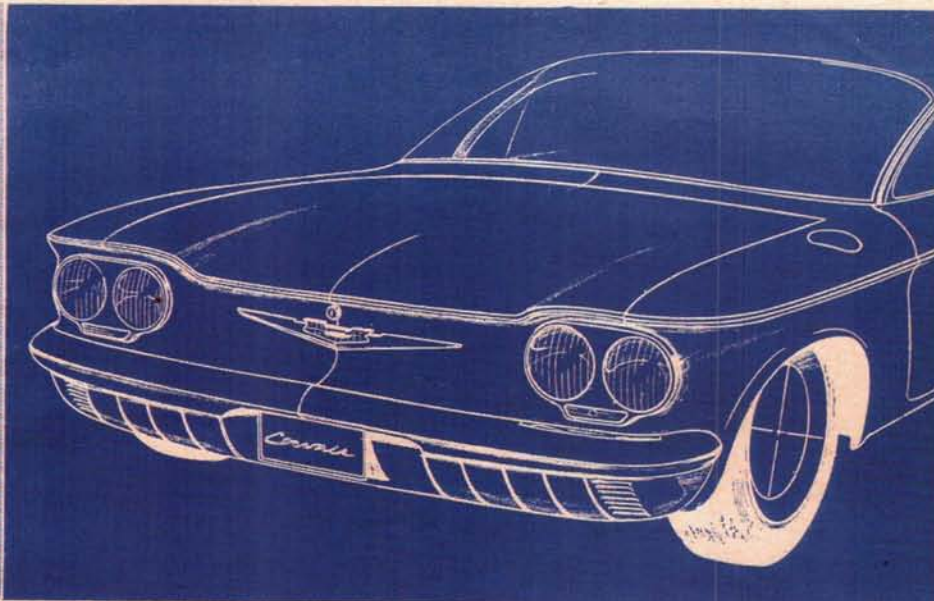
	'60 Ford Falcon	'59 Ford Fairlane 500
A—Wheelbase	109.5 ins.	118.0 ins.
B—Overall Length	181.1	208.0
C—Overall Height	54.5	56.0
D—Front Seat Headroom	38.9	33.5
E—Front Seat Legroom	44.6	42.7
F—Rear Seat Headroom	37.3	33.3
G—Rear Seat Legroom	40.1	40.3
Overall Width	70.0	76.6
Minimum Road Clearance	5.9	6.0
Front Hiproom	57.1	60.4
Rear Hiproom	57.0	60.8

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FALCON LITERATURE

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Classified Ads (con't)

—Continued from page 12

know of anyone who has a nice one like new, white with red interior four speed bucket seats with console. I want one ready to drive and show. Thank you, Dell Etheridge, 931-797-0681.

Stock 1960 or 1961 Falcon with bare basic bones, automatic or three speed on the column, six cylinder. Excellent interior and paint. No rust. Reasonably priced. Phone 309-212-6528 or write to email address Jeff_Schlink@hotmail.com. IL.

Falcons For Sale

1961 Econoline Station Bus, body has surface rust, good glass, missing carburetor and starter. Needs restoration. Clear Title. \$1200. firm. Darrell Grindstaff 865-805-0811.

1962 Falcon four door sedan. Totally restored less than seven years ago with less than 1000 miles. Needs wheel cylinders due to lack of use. \$5,000 OBO. Call Roger 804-776-7246 or 703-819-5050.

1962 Falcon Ranchero. Six cylinder, standard, not running. Restoration started, needs to be finished. \$800. OBO. Kevin Pugh, 337-898-3236 or kevin-pugh22@yahoo.com. LA.

1962 Falcon Deluxe Wagon with surf rack. Gorgeous seashell beige, custom parchment and burgundy interior. Original 170 6-cylinder, column shift. New tires with wire spinners. Documented history, same family 45 years, beautifully detailed throughout. Sips fuel! This award winner steals the show! \$17,500 OBO Paul Darcy, 970-224-5465. CO.



1962 Ford Falcon, Tweety Bird. Six cylinder, automatic transmission, two door. All original except new custom paint, a canary yellow. New interior and upholstery. Has custom wheels. Have front and back b8umpers, need re-chroming. Was a California car. \$7000 OBO. Phyllis Burke, 606-639-8667.

1962 Falcon 4 door sedan, 144 CID, auto. Clean and straight, no rust or bondo. 31,177 miles, good tires and brakes. Red and white exterior, red and silver interior. OE Shop Manual, many extra parts. I also have the title. Asking \$6000. Write for more information. Vernon LeDuc Jr., P.O. Box 1454, Keystone Heights, FL. 32656-1454.



This 1962 Falcon 2 door Sedan has a 170 CID 6-cylinder automatic trans with 21,000 original miles. A near-mint condition classic with a straight chassis and solid body, the color is silver moss. Excellent interior, glass, and trim. Drive it anywhere! Asking \$8,500 OBO. E-mail Paul at Falconfan62@verizon.net for photos and details. Olney, MD 20832.

1962 Falcon station wagon, needs restoration, needs floors. Good glass, interior, trim. Engine frozen; have a 170. Call for particulars. T. Sautter, 607-243-7845. NY.

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Falcon Club of America Regularly Scheduled Chapter Meetings

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2nd Sun.—monthly
Pig Stand, 1508 Bdwy.
San Antonio TX
(210) 287-4498

Arizona Chapter

Phoenix, AZ
2nd Sat. except June,
July, Aug. at Berge Ford,
460 E. Auto Center Dr.,
Mesa, AZ
(480) 888-0589

Bluegrass Chapter Louisville, KY

2nd Sat. March, June,
September, December
4:30 PM at Shoney's at
Fern Valley Rd.
(502) 231-8715

Blue Ridge Chapter South Carolina

3rd Sun.—monthly
Greer, SC
(864) 879-1060

Capital City Chapter Austin, TX

3rd Sat.—monthly, 4 PM
(512) 670-0544

Carolinas Chapter Charlotte, NC

1st Mon.—7 PM
Holiday Inn Express
Hotel, 2491 Wonder
Dr., (Exit 60: I-85)
Kannapolis, N.C.
(704) 736-1920

Central California Falcons Bakersfield, CA

1st Tuesday 6:30 PM
Marcia's house,
5304 Southshore
(661) 587-8539

Central California Falcons Fresno, CA

3rd Thursday at
Applebee's in Clovis, 98
Shaw Ave. 7:00 PM
(559) 322-0108

Early Falcon Car Club of Victoria, Inc. Australia

1st Tue. 7:30 PM
Cafe Hotel, Melbourne
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Founder's Chapter Arkansas

2nd Sat.—monthly
(501) 605-1370

Gateway Chapter St. Louis, MO

4th Sun.—monthly
(636) 677-4670

Golden Gate Chapter San Francisco, CA

2nd Sat.—Odd Months
(408) 293-5848

Hoosier Chapter Indiana

1st Sun.—monthly
Edwards Drive-In
2126 S. Sherman Dr.
Indianapolis
(317) 786-1638

Lone Star Chapter Mt. Pleasant, TX

3rd Sun.—monthly
(903) 572-9593

Metro Detroit Chapter Detroit, MI

1st Sun.—bimonthly
Holiday Inn Southgate,
17201 Northline Road,
Southgate, MI
(313) 382-2993

Mid America Chapter Kansas City

2nd Fri.—monthly
(913) 592-3571

Mile Hi Chapter Denver, CO

3rd Fri.—monthly
(303) 857-9360

Music City Chapter Nashville, TN

Monthly Meetings
Call for dates/locations
(615) 452-0321

Northeast Chapter New England

3rd Sat.—monthly
northeastfalconchapter.
com
(952) 334-1654

Northland Chapter Minneapolis, MN

2nd Sat.—odd months
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2nd Saturday, bi-monthly
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Sooner Falcons Oklahoma City

3rd Sat.—monthly
(405) 205-3497

Sonoma County Santa Rosa, CA

1st Thurs.—monthly
(707) 539-2860

Southeast Chapter Georgia

1st Sun.—monthly
(770) 887-6268

Space City Chapter Houston, TX

2nd Sat.—monthly
Prince's Drive-In, I-45 &
Fuqua; 6:00 PM
(713) 703-5110

Star City Falcon Club Roanoke, VA

Monthly meetings
Call for date/location.
(540) 254-1515

Virginia Falcons Richmond, VA

2nd Sun.—even months
(804) 739-1615

Wheat State Chapter Wichita, KS

1st Sat.—even months
(316) 838-7487

Wild West Falcons Chapter

Western Colorado
Meetings Quarterly
Call for dates & locations
Ted (970) 314-2498

Classified Ads (con't)

—Continued from page 21



1962 Futura, Corinthian White/Red Vinyl, 63,000 original miles, 170ci, three speed Manual (floor conversion). 11/61 production/early roofline. Unrestored. Purchased from original owner in 1988, In storage for last 20 years, New clutch, complete braking system, radiator, fuel tank, muffler, 5 refinished wheels & new Firestone tires. Runs & drives extremely well, Enjoy as-is or restore as you go, Recently completed 600 mile round trip to FCA Nationals in Dearborn. \$2,750 OBO, Ben Younce, 317-509-4208, mobiletradition@gmail.com, Indianapolis, IN - Photo Album: <http://tinyurl.com/62Futura>

1963 Falcon Sprint Convertible. Red exterior and Red interior. Car has been restored. All stock car including original Tachometer. Recent body work and

paint. New interior including padded dash. Minor things to be finished. Four speed transmission with 260 cubic inch engine. Call for details. \$ 17,500. OBO. Tom, 860-583-6359. CT.

1963 Falcon Ranchero. Excellent body with new floors installed. Rebuilt 289 V-8 with Rebuilt C-4 transmission. 3:00 Ratio "8" Rear end. All new front suspension with the correct new steering. All new gas shocks, new brakes and brake Lines. New gas tank and lines. New wiring installed. All new glass installed with new seals and hardware. New exhaust with Flowmaster muffler. Excellent bumpers. New radiator and all new cooling system with air conditioning. New interior installed. \$9500. Marvin Norton, 816-721-7558. MO.

1963 Falcon Futura convertible. 260 V8 with two speed Fordomatic. Baby Blue with black top. Very clean. New fuel tank and sending unit, lines and fuel pump. Never driven after October. All original body. Driven very little since 1970. 54,000 miles. Needs to

be shown at car shows. \$13,000. Earl Bowen, 513-777-7305. OH.



1963 1/2 Falcon Futura Convertible. 99% restored. Show car condition. Automatic, 170 CID, Power drum brakes, new interior, carpets, seats, side panels. New Firestone tires. Red exterior color with white top. Asking price \$16,000. Contact Dave Lutzinger, Canton, TX, 50 miles east of Dallas.

1963 Ford Falcon Futura convertible. Rangoon Red, with a brand new white top. Brand new interior. Original paint in excellent condition, four brand new radial tires. Falcon is 100% rust free. Always garage kept. \$20,000. Call Rich Maybell, 609-204-8252. NJ.

—Continued on page 26

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THE FALCON CLUB OF AMERICA, INC. is a nonprofit organization dedicated to preserving the FALCON Automobile built by the Ford Motor Company from 1960 to 1970. The FCA was founded by Roy Sword in 1979 and is incorporated under Arkansas state law. Yearly dues to The Falcon Club of America are \$25. (\$30 for Western Hemisphere, \$40 for international members offshore, payable in U.S. funds) and are payable to: The Falcon Club of America, P.O. Box 113, Jacksonville, AR 72078-0113. The National Falcon News is published monthly with information submitted by members. All copy and advertising for *The National Falcon News* should be sent to the Editor, Wendelyn Crosby, 16318 Riggs Rd., Stilwell, KS 66085. Please mark "FCA" on outside of envelope. E-mail address: wcrosby62@sbc-global.net. No phone calls or faxes for Falcon Club business, please. No exceptions.

LIFETIME MEMBERSHIP AWARDS

Falcon Club of America Charter Members, Jim West (FCA #5), Glen Kuhn (#12), Todd Halverson (#19) and Don Lehmann (#22) were awarded Lifetime Membership Awards by the Board of Directors at the 31st Annual Business Meeting of the Falcon Club of America in Dearborn, Michigan on July 17, 2010.



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Don't Miss Keystone Regional Meet

Mark your Calendars! The Keystone Chapter Regional Meet will be held September, 10th & 11th, 2010.

Come join the Keystone Chapter at their 15th Regional meet in Pennsylvania Dutch country. Bethel, PA is located on I-78 Midway between Harrisburg and Allentown, PA. Join the 6:00 pm Friday night Cruise to the well known Kauffman Chicken for great food, ice cream and Mini Golf.

The car show is on Saturday with plenty to eat at the family style banquet at 6:00 pm. Back by popular demand is Mike Hershey's C4 transmission tear down.

Bruce Wolfe and Dick Harrington will be doing a Q & A session after the C4 demo. Write down your questions and bring them along to the meet.

We also have invited all Ford, Mercury and Lincoln vehicles made from 1960 to 1970.

First, Second and Third place plaques for nine Falcon classes.

Two Custom Walnut Keystone "Best of Show" trophies for best stock and best modified Falcon.

For a registration form go to www.FordFalcon.org or call 717-469-7252. You can also use the form in this issue.

The hotel is the Comfort Inn Midway, 717-933-8888 or 1-800-898-7695. 41 Diner Road, I-78 Midway exit 16, Bethel, PA 19507-9204. Special rate for the Falcon Club.

Conveniently located, with 24 hr. restaurant next to hotel. Ample parking. Very friendly staff. Wonderful free breakfast with lots of options. Rooms are clean and comfortable.

Don't forget about Cabelas. Hunting season is just around the corner. It's only a few miles down I-78 from the Comfort Inn at 100 Cabela Dr., Hamburg, PA 19526. Call them at 610-929-7000.

Come join the Keystone Chapter for this Falcon event to look forward to!

Calendar of Events

SEPTEMBER 10-11, 2010: KEYSTONE CHAPTER FCA REGIONAL MEET

Comfort Inn in Bethel, PA. 717-933-8888. Use form in this issue to register now.

SEPTEMBER 12, 2010: FUN FORD SUNDAY

10:00 AM to 3:00 PM for the show, gates open at 8:00 AM for exhibitors. Solano County Fairgrounds, 900 Fairgrounds Drive, Vallejo, California 94589. Sponsor: Nor-Cal Ford Club Council. Exhibitor Fee: \$25 in advance, \$35 at the gate. Information: P O Box 54, River Pines, Ca. 95675-0054, funfordsunday.com, 650-793-2515 or 888-548-2402. An interclub event open to all Ford, Lincolns, and Mercurys and the largest such event in northern California. Marquee cars: 65 years of Thunderbird, 50 years of Falcon and 25 years of Taurus, 25 years of Mercury. It is expected that about 400 cars will be shown. The show benefits various local charities.

SEPTEMBER 24-25, 2010: 19TH ANNUAL CAROLINAS REGIONAL MEET

Kannapolis, NC. Download registration flyer at falconclub.com.

OCTOBER 15 -16, 2010: 20TH ANNUAL FALCON CLUB OF AMERICA PACIFIC REGIONAL.

Friday noon through breakfast Sunday. Car show and banquet open to all Falcons from 1960-1970½. There will be a display category for Mercury Comets. Sheraton Sunnyvale Hotel, 1100 North Mathilda Avenue, Sunnyvale, CA 94089. Host: The Golden Gate Chapter. Exhibitor Fee: \$20 before October 1, \$25 at the gate. Information: www.westcoastfalcons.com or Ray Johnson 707-546-8082 or 57ray@pacbell.net.

OCTOBER 29-30, 2010: MID-SOUTH REGIONAL MEET

Ramada Oasis Convention Center, 2546 north Glenstone, Springfield, MO 65807. 417-866-4253 or 888-532-4338. \$15 per car registration. For more info, call Mark or Roy: 501-982-3222. Hosted by Founder's, Gateway, Mid America, Wheat State and Sooner State Chapters.

Classified Ads (con't)



1963 Ford Falcon Futura, red 6 cyl convertible. Refinished inside and out with new tan top, upholstery, transmission, tires, AM/FM/CD. No rust. Looks and runs great. Seller relocating. \$18,500. Call Bruce, 404-313-0721. Atlanta.



1963 Falcon Sprint convertible from New Mexico, NO RUST EVER. Rangoon Red, new white top, new interior, bucket seats, most chrome, tachometer, factory clock and rebuilt V8 and automatic transmission. 1500 miles since restoration completed. \$15,000. Bill Barren, 585-599-4102. NY.

1963 Falcon Futura. Red 2 door hardtop. 122,000 original miles. Stored indoors. Car is original and has been restored. 6 cylinder motor, bucket seats, new tires, a/c. Asking \$12,900.. John Prosje, 954-467-8371 or kelautoaircondit@bellsouth.net. Fort Lauderdale, FL.

1963 Falcon Ranchero. Original California car with solid body and excellent bed. 87,000 miles on original 170 ci engine and two speed transmission. It's the original Sandshell Beige color which I sanded and repainted a few years ago. The old paint was peeling in spots. Only one small hole was found behind right rear wheel. It's not perfect but amazingly solid original. Haven't driven much past

year and need to find a good home, losing garage space. \$6500 OBO. Erik, 781-891-1527 or snglbrl@yahoo.com. Located in MA.



1963 Falcon Futura sport coupe. 20,000 miles on outstanding rebuilt 260 V8. Always garaged. Excellent original interior and rust-free metal. 135,000 original miles. All mechanics new or rebuilt. New tires/brakes. Runs perfectly. Corinthian white paint. Won best original at show. Asking \$12,500. Can e-mail images. 206-542-8899 or jmesher@yahoo.com. Jim. Shoreline, WA.

1963 Futura convertible. 170 stick, excellent engine and transmission. New brakes, one new tire, new replated rear bumper. Used excellent left front fender; needs floors and total restoration. Oklahoma car, PA title. Sell for \$2000. Gary, 412-758-5518. PA.

1963 Falcon Futura convertible. 170 cu. in. six cylinder with automatic transmission, bucket seats, radio and working top. Needs complete restoration. Asking \$750. Call Paul after 5:00 PM, 570 937 4812 or jaker1_18436@yahoo.com for more details. Northeastern, PA.

1963 Falcon Futura. No missing parts. Outside for 20 years. Some surface rust. Very good interior. Excellent car for complete restoration. Call Chris at 551-265-2629 or conorato@rpps.net. NJ.

1963 Falcon Sprint parts car, complete except for engine, radiator, front seats and horn ring. Good glass, chrome, suspension. \$650. Call Tim, cell: 701-

238-1277 or tpkrombeck@rrt.net. Also have other Falcon parts. ND.

1963 Falcon Deluxe 2 DR Wagon. Restored 2008. 200 6 CYL, 3 speed on floor, new seats, rugs, side glass tinted, 14" wheels, new tires, brakes, shocks and exhaust. Rangoon red original color. Very nice driver. \$9500. Call Sam, 814-352-7066. Somerset, PA

1963½ Falcon Futura two door hardtop with black vinyl top. 302 high performance engine with five speed transmission. Heritage Burgundy with burgundy and black interior. Danny McMahan is ready to let go of his fun-to-drive car that he has owned since April 1964. \$18,000 firm. Danny, 407-957-5755. MN.

1964 Falcon wagon, four door, 260 V8, automatic transmission, air conditioning, power steering, power back glass. Not running. Minor rust in floor. A couple of minor dents, the rest is very straight. Very nice trim. \$3300. Stan, 918-333-9426. OK.

1964 Falcon Futura Hardtop. Restored gold exterior, all steel and palomino interior, 87 mustang 5.0 HO, with Edelbrock 600 cfm, rebuilt C-4 trans, Hurst ratchet shifter, all new chassis parts, brakes, 14" tires, windshield, weather stripping, rewired, dual exhaust, and fuel tank. Up dated original radio, mustang gages. \$8000 OBO. Any questions call. Rich Barrett 215-679-3309 or rab64falcon@netzero.net PA.

1964 Falcon Futura two door hardtop. White with blue interior. 170, auto. New exhaust, brakes, radiator, tires, mags. \$3500. Call Terry, 419-487-1173. OH.

Gold exterior, Palomino interior. Call or e-mail for additional details. \$8000 OBO. Rich Barrett, 215-679-3309 or 215-872-0216. rab64falcon@netzero.net Palm, PA.



1964 Ford Falcon Sprint Convertible. Raven black with red interior and black convertible top. 260 V-8 engine with a 4 speed on the floor transmission. The car drives great and would be fun for any classic car enthusiast. Asking price \$21,000 For more details please call Jon at 828-850-1753 or melblair@charter.net. NC.



1964 Ranchero. New Boss 302 block, Edelbrock heads, intake and carb. Power steering, A/C, T-5 transmission. No rust. A real blast to drive. \$7000 firm. Charles Rice, 918-521-6095. OK.

1964 Ford Falcon Futura two door hardtop 170 six cyl, three speed on the column. Black, red interior, very original car. Nice interior, AM radio, heater. No rust or dents. 40,000 original miles. Everything works, garage kept. New battery, voltage regulator, fuel pump, rebuilt generator, newer shocks, fuel sending unit, chrome wheels 14" and tires. Have original 13" wheels tires and hub caps. Asking \$8300. Dan Cwiakala, 570-420-0198. Stroudsburg PA.

1964 Falcon Futura Hardtop, Restored exterior and interior. Up graded drive train, (1986 Mustang 5.0 motor, carbuereted, with 47,000 miles and a rebuilt 1967 Mustang C-4 transmission).



1964 Falcon two door sedan. All original. 170 six cylinder. New radiator, new brakes, new headliner. New front and rear windshield gasket, new exhaust. \$2500. Terry Thompson, 270-865-4051. KY.

1964 Falcon Sprint Convertible 260 auto. Light blue white top. Car in excellent original condition, completely rust free. Have receipts for work done. 103,000 miles. \$15,000 OBO. Don't miss this one. Call Keith Hooper, 757-469-8533 or ckhooper@yahoo.com VA.



1965 Futura four door wagon. loaded with options: 289 V8, C-4 automatic, air conditioning, tinted glass, power steering, power tailgate, padded dash and visors, burglar alarm (really!). I have the "FA" gas cap. Car ran and drove when parked; now needs brake work. Small areas of rust; comes with a good right front fender. Very complete, original car that needs total restoration. \$2995 as is. We have detailed pictures on file for those interested. Lenny Kellogg 970-593-1964 or lenkellogg@lpbroadband.net. CO.

1965 Falcon Ranchero. Wimbledon white. Resto-modded with a modified 250, SROD four speed OD and an 8" rear end. Repainted and always garaged

since. Use it as a reliable daily driver, restore or step it up to show. Call or email for details. \$4500. Dave Schjeldahl,, 208-523-2763 or daschj@cableone.net. ID.

1965 Falcon four door Futura. 170 six with stick. 110,000miles. Strong runner, looks decent. \$2400. Days 518-568-7813, evening 518-835-4022. Herb Griffin. NY.



1965 Ford Falcon Futura two door Sedan, 289 Engine, C4 Automatic, 4 Barrel, New Tires, Gas Tank, Radiator, Interior, Bucket Seats. Double roller timing chain, MSD Ignition, coil, wires, distributor. Has Flow Master dual exhaust, Headers and B & M floor mounted shift kit and much more. Asking price \$8000. Joe, 925-757-3076 or vivjoe@sbcglobal.net. Antioch, CA.

1965 Ford Futura Convertible. Body work done and primed. Needs transmission, engine, seats, top, etc. Asking \$1,200. Call Norval Layton, 785.568.2005 or chluffer@twinvalley.net. KS.

1965 Falcon Futura two door hardtop, 200 cid, auto. 80,000 original miles. Very good paint, chrome, and interior. Very original Glacier Blue Classic. \$8500. Contact Gary at garmiller@hughes.net or 814-839-4325. PA.

1965 Falcon Ranchero; 6 cylinder truck converted to 302 V8, 3 speed with floor shift, Granada front disc brakes, correct V8 steering and 8" rear axle. A project truck with great potential. Quarter

—Continued on page 28

Classified Ads (con't)

—Continued from page 27

panels are mostly rust free, a small area in front of the left rear wheel well needs attention. Very straight fenders, door, hood, top. Floors need some repair. Motor needs carb/intake. Will send detailed pictures upon request. \$2995.00 as is. A complete set of single chrome deluxe trim for the truck is available for additional dollars. Lenny Kellogg, 970-593-1964 or lenkellogg@lpbroadband.net. CO.

1965 Ford Falcon Convertible. 289 engine, three speed automatic, factory air, power top, manual brakes, and manual steering. GT wheels, original color: Lt. Olive Gold, new interior to match is original design. E-mail for pictures. \$12,000 OBO. Bruce Johnson, 931-273-4090 or bruceauto@charterinternet.com. Middle TN.

1965 Ford Falcon Ranchero. 200 CID 6 Cyl. Column-shift three speed. Bench seat. Factory AM radio and Heater. Disc brakes with five lug steel wheels and new tires and shocks.. Trans rebuilt; new clutch and synchros. CA car with original Black Plates. No rust! \$7600. Michael 951-734-1677. CA.



1966 one ton Econoline. Excellent glass and rubber. 240 industrial 6 cyl. Original running gear, wheels/hubcaps. Custom interior, rare padded dash. Complete paint job inside and out. Yellow/white with pinstriping. Show winner. \$9000. OBO. Bill Barrowman, 916-617-2383 or 2falconers@att.net. Sacramento, CA.



Attractive 1966 Falcon Futura Sport Coupe with original 289 V8 engine, cruis-o-matic transmission, bucket seats, black interior and light yellow exterior. I have over \$7400 invested in the car, which runs great. Needs new paint and some upholstery. I have replaced tires, battery, main and rod bearings, hood, rear end, overhaul and gas tank. Asking \$4600. Located in Gresham, OR. Richard Stuthard, 503-663-0312.

1966 four door Falcon Futura sedan. 200 CID; P/S; A/C; Automatic. 80,000 actual miles. White over turquoise. Good tires; good driving car. Asking \$5000. Call Norval Layton, 785.568.2005. clhuffer@twinvalley.net. KS.

1966 Falcon Futura. Needs restoration or for parts. It's four door and a 6 cylinder engine. Car runs. \$2000 OBO. Call Tom 860-583-6359. CT.



1968 Falcon Futura sedan, V8, AT, AC, PS, 63,000 original miles, rustless, very nice. The fine body lines and perfection so evident in every detail of finish distinguish this Futura as a car of unusual grace and beauty. \$4500, Cliff, hhazard87002@yahoo.com, NM.

1968 Falcon Futura Sport Coupe, 200-6, C4 auto. New interior and tires. No cancer, some pitting on bumper chrome. All trim, glass VGC, poor repaint job needs replaced. Runs, drives very nicely. Has 8" Mustang rear end and V8 hubs and spindles installed. Might trade for Ranchero up to 1967 model. \$3200 OBO, John Dennis, 405-819-6395. OK.

1969 Falcon four door sedan. Light blue, 6 cyl. 33,000 actual miles. New tires, brakes \$2500. Joe Wall, 615-851-7777 or jwallmail@aol.com. TN.

Three Econolines. One pickup has good glass except for cracked windshield. Good chrome front bumper. Second pickup has good glass. No tailgate. No seats. Third is enclosed Super-Van. Good glass. No instrument cluster. All rusty. \$2500 for all three. Call Royce Jordan at 229-881-2867. Sylvester, GA.

Falcons for sale: 1965 Ford Falcon sedan delivery, \$4,000. 1963 Ford Falcon Sprint h/t, \$1,500. 1963 Ford Falcon Ranchero, \$300. 1965 Ford Falcon Futura h/t, \$1,200. 1964 Ford Falcon Futura h/t, \$4,000. 1965 Ford Falcon Futura h/t, \$600. 1968 Ford Falcon two door sedan, \$500. 1965 Ford Falcon 2 door h/t, \$700. 1960 Comet two door V8, \$800. 1976 Ford Ranchero GT, \$7500. Don Branson, 4097 Hwy T, Marthasville, MO 63357. 636-228-4501 or dbranson@mail.win.org.

Falcon Not Sold Yet?

1. Run a photo ad.
2. Lower the price.
3. Spice up the text.
4. All of the Above

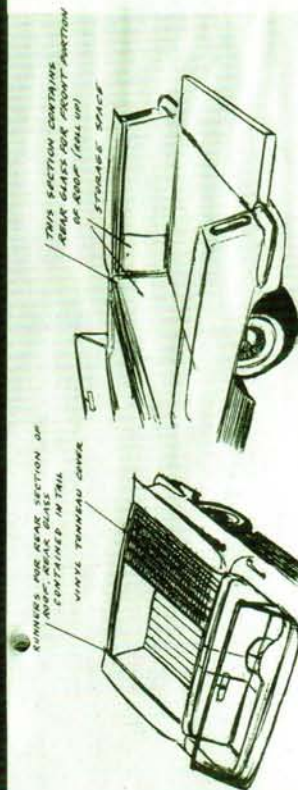
From the same September 1959 issue of *Motor Trend* magazine, this concept car contest.

—Submitted by John George Jr. (#6881)
Gahanna, Ohio

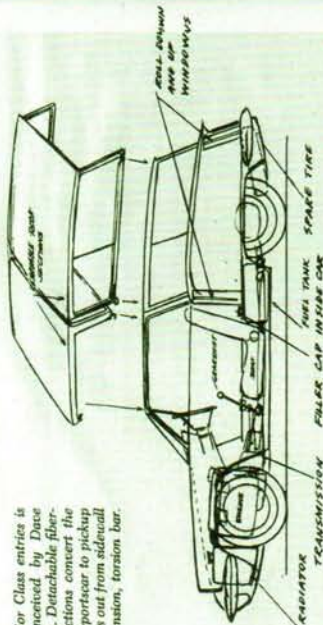


Touring coupe designed by Donald Kidwell of St. Louis, Mo., would have rear-mounted blown V8 engine and 4-speed transmission; four-wheel independent suspension, also comparable to Jaguar.

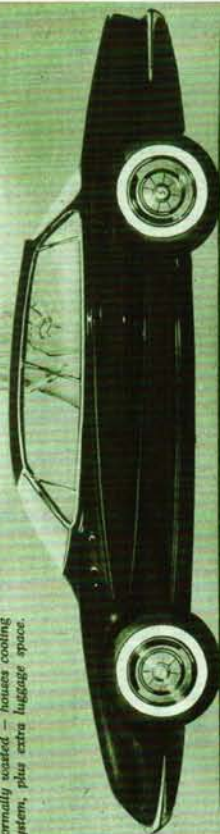
Custom Car Contest



Winner in this month's Senior Class entries is the Telen Sportswagon, conceived by Dace James (19) of Shreveport, La. Detachable fiberglass cab and back roof sections convert the 100-in.-wheelbase car from sportscar to pickup wagon. Vinyl tonneau pulls out from side rail recess. Engine, 4-cyl.; suspension, torsion bar.



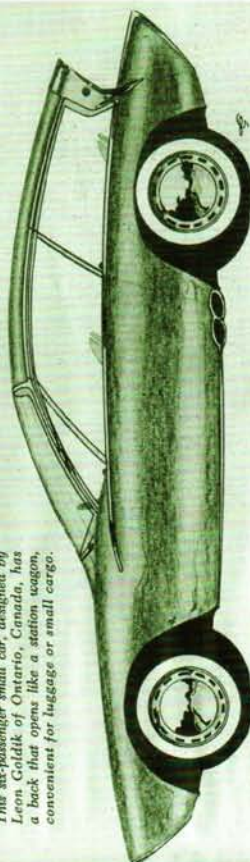
Junior Class winner David Pelly (16) of Los Angeles, proposed this compact car with 6-cyl. dohc engine laid on its side. Bulging mid-section — normally seated — houses cooling system, plus extra luggage space.



Project IDEAS

INDIVIDUAL DREAMERS ENCOURAGE ADVANCE STYLING

This six-passenger small car, designed by Leon Goldik of Ontario, Canada, has a back that opens like a station wagon, convenient for luggage or small cargo.



You may enter the monthly Project IDEAS contest by submitting: 1) an original automotive design sketch or detail drawing — for a complete car or for one or more components; 2) an original model car or a model built from any Revere kit.

other make's customizing kit, or 3) photographs of an actual fabricated car that you have designed or customized. The various entry classes, monthly and grand prizes, and address for information and entry blanks are listed below. Have you entered?

PRIZES AWARDED EVERY MONTH

SENIOR DESIGNER CLASS	\$100 Savings Bond (Open to all entrants)
JUNIOR DESIGNER CLASS	\$50 Savings Bond (Entrants aged 19 or under)
APPRENTICE DESIGNER CLASS	\$25 Savings Bond (Entrants aged 13 or under)

GRAND PRIZES (awarded at year's end)

FIRST PLACE	A 16 x 32-foot \$3500 Esther Williams swimming pool. Installation included.
SECOND PLACE	A 60 all-axle-passed trip for two to Washington, D.C.
THIRD PLACE	Brake linings for your car for the rest of your life.

Prizes are awarded jointly by Revere, Inc. and Motor Trend

For Contest Entry Blank, Rules, or more information, write: PROJECT IDEAS, P.O. BOX 272, VENTURA, CALIFORNIA

Continued from page 4

HOW THE FORD Falcon WAS STYLED

later ones gave way to the smoother lines of the Astron. The next step was the development of a chassis layout: type and location of powerplant, type of suspension, transmission and driveline and type of frame. This layout was then passed on to the body engineers and stylists as their key in developing a package that would appeal.

At no point in the developmental area were design definitions frozen. It became a continuing process of give-and-take among the various groups to coordinate ideas and components into an integrated whole that would meet the overall concept as outlined originally by the Market Research Section. Endless sketches of proposed final designs were developed and additional countless sketches of details, interior layout, location of controls, instrumentation, etc., were submitted. When a sketch was tentatively approved, it was developed into a rendering. At each step suggested designs were discussed, modified or given partial approval. When a rendering was approved the next step might be the development of a 1/4-scale model, which enabled the groups to study the proposal in three-dimensional perspective. In the case of the Falcon a great number of these diminutive models were pre-

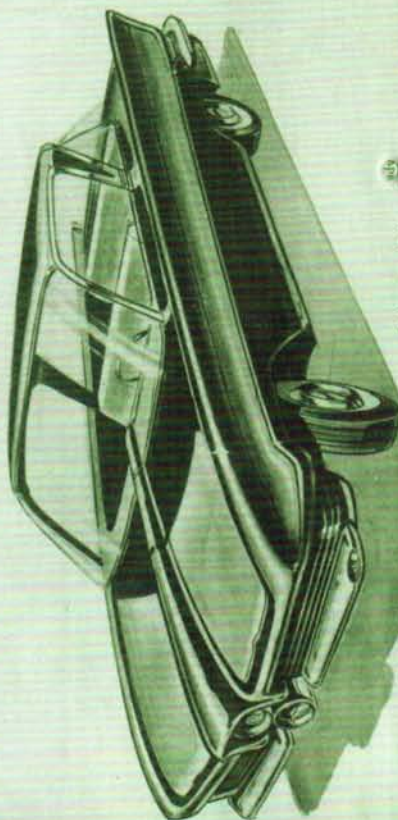
Early in the Ford Falcon styling program both the Edsel and the Thunderbird exerted a strong influence in renderings the stylists made.

pared. No one model was picked as the one; the final choice represents a combination of features of a number of models. From the 1/4-scale model, a full-size clay model was built. No fewer than 20 full-size clay "Thunderbirds" were developed. The LeVine on the cover being one of them. Each, in turn, was modified in one way or another before final approval.

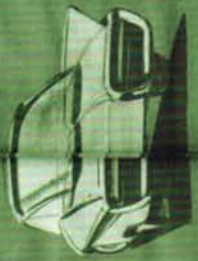
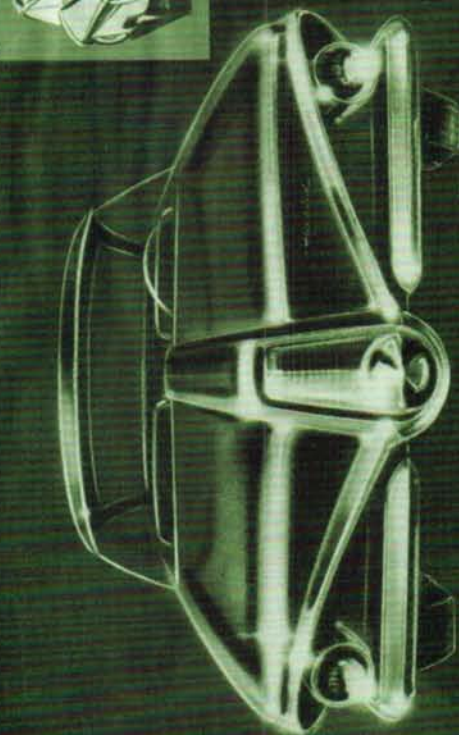
After the final approval of the clay model, it was then reconstructed in plaster, which generally represents its final form; however, even after this decision has been reached side panel ornamentation can be changed or the grille or other minor changes can be effected. That is why no "conceptual" sketch of an upcoming car can be completely accurate.

With designs and layouts of components well frozen, the long, long task of tooling production lines, arranging for parts and materials, preparation of introductory price lists, final cost analysis to determine prices and many other factors had to be correlated. Pilot models were built and tested and suppliers' products were carefully checked from a quality control standpoint.

For obvious reasons Ford will not reveal actual cost in-



Cyclops headlights set between two-piece bumper was a new approach. If accepted, such ideas are worked out in detail; this one was rejected in favor of conventional placement.



Project XK Thunderbird, started in late '56, had far too many details too close to the Bird itself. Modified design (center) combined some features of the Bird with those from Edsel, but this idea never got past the rendering stage. But still, in later stages, T-Bird theme kept cropping up. It was finally decided that similarity would detract from the Bird, and name was changed to Falcon.

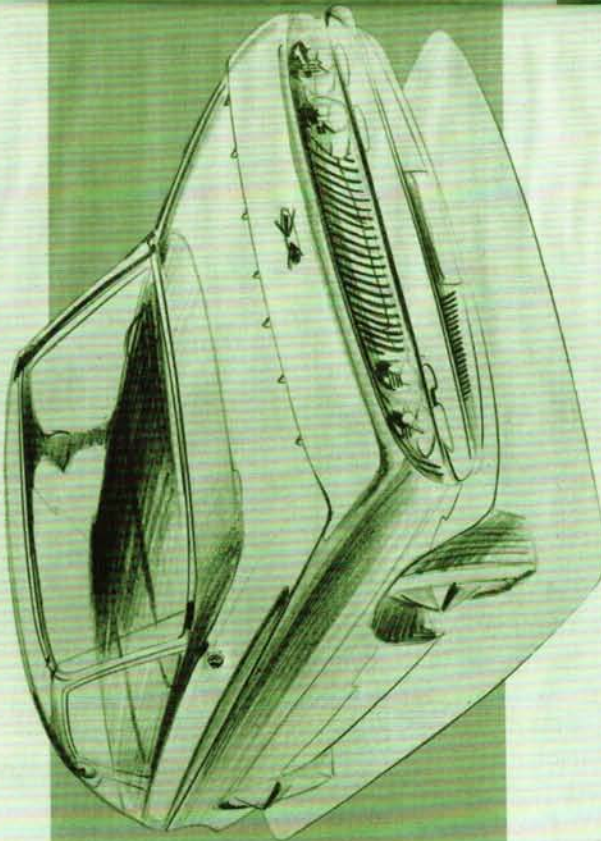
Considering that these sketches were made in '57, front end treatment for Edsel was among suggestions. The idea was to direct interest toward the center section of grille. Final decision was to make the Falcon's grille horizontal.

HOW
THE FORD

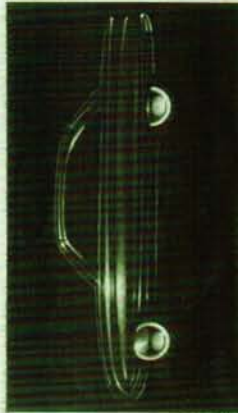
Falcon

WAS STYLED

It was natural that European Influence would be felt in some of the proposed Falcon designs, as well as totally new concepts — unlike any seen today.

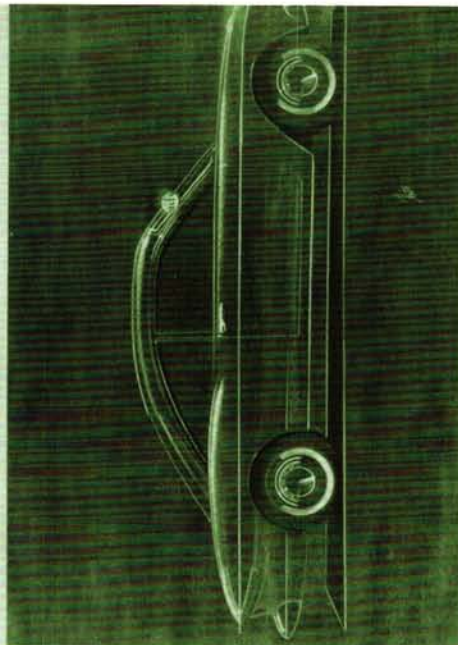


This design would have made a very smooth Falcon, but it was rejected because of its questionable stability.



First thought was given to fast-back roof and lots of European flavor (L), with the concave grille divided horizontally by one-piece bumper, dual headlights above bumper.

Later, changes by dropping off front end, kicking up in projectile-shaped rear quarter (r.), kept the European flavor with a variation on the fast-back roof line for fit.



continued

involved in the development of its new Falcon line. Since the work has been in progress since late 1956 or early 1957 and the project included entirely new tooling to provide unitized bodies, it may be assumed that costs were higher than those involved in the development of Edsel, which was able to use many components from other lines. The cost of the Edsel program was estimated at approximately \$150 million. The fact that the Falcon is considerably smaller than the Edsel has little or no influence on tooling and machine costs. Actually, this part of the Falcon program could have been more costly, since new equipment aimed at holding production

costs to the absolute minimum undoubtedly ran quite high. It is understood also that new facilities will be capable of turning out at least 650,000 Falcons a year if the demand warrants. Everybody at Ford, and for that matter throughout the industry, is waiting to see what public reaction will be to the smaller models. It is generally felt that the overall market for these units will have to be between a million and a half and two million annually to pay off. On the other hand there is good reason to feel that the overall market will expand with the wider choice of cars thus made available. Certainly it will be more interesting to all of us.

Nice, but rejected, was this early Laxon theme. Effort was made at greater headroom while retaining balanced design. This was discarded; Falcon is falcon.



Falcon NEW PRODUCTS

From Dearborn Classics



Designed exclusively for your vintage Falcon, Dearborn Classics is pleased to present these exciting new products—at Special Introductory Pricing. But only until the end of August! **To get this special pricing, you must mention code: DCFAL10**

1966 Falcon Sedan Taillight Lens with Backup

New 1966 Falcon taillight lenses are available. These are new red plastic lenses. This model fits two and four door sedans only. Includes clear glass backup lens. An exact reproduction features all original color and shape.



TLL66X .. Sedan Taillight Lens with Backup...ea 49.95.. **SALE! 44.98**

1966 Falcon Futura Soft Trim

Correct seat upholstery is available for your classic 1966 Falcon. These sets are precision manufactured in the USA using high quality vinyl in the correct Sierra grain material. We offer the original colors and pattern. Excellent upgrade for your tired originals.



UP66X-BK...66 Falcon Futura Sedan Buckets (F&R, Black)

.....set 599.95... **SALE! 569.95**

Available colors: Black, Blue, Aqua, Parchment, Red and Ivy Gold

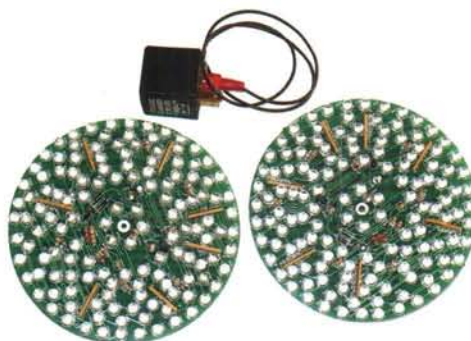


1964 Falcon Vinyl Trim Kit

Dearborn Classics offers the perfect solution to re-finishing the black painted sections on the grille, tail panel, and quarter panel chevrons on your 1964 Falcon Futura or Sprint. This complete vinyl kit is precision crafted using a laser cutting process that will provide a show quality appearance for many years. Made from automotive exterior grade six-year vinyl, the graphics are UV protected and will not fade, crack or peel. Can be applied over existing paint, or freshly anodized parts. Kit comes with easy to follow instructions.

VTK64X-FT..64 Falcon Futura Vinyl Trim Kit...kit 99.95.... **SALE! 89.96**

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1964-1967 Falcon LED Taillight

Replace those dim taillights with this new LED kit! New LED technology creates lights that are far brighter than original bulbs, draw less current, and last far longer. Units plug into stock sockets and fit under stock lenses, to allow your car to look original until you use the lights. Easy plug in installation, no modification required to the housings.

LED64X.....64-67 Falcon LED Taillight.....pr 199.95 ... **SALE! 189.95**

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